

Shaping Our Future

ECONOMIC DEVELOPMENT NEWS SUMMER HIGHLIGHTS

Is Your Business Taking Advantage of Every Opportunity?

Tough times, lean business climate—in 2009 this economic forecast has been repeated so many times that you can hardly go a day without hearing it. But how often are those statements followed by useful information and strategies for business survival?

Businesses in the City of Riverside have options for financial assistance that they may not be aware of. Below are a few opportunities to explore that can provide a valuable lifeline to otherwise healthy businesses looking for assistance to maintain profitability and ride out the

recession.

Certain programs are offered exclusively to City of Riverside businesses, while others are administered through Workforce Development and provide benefits throughout the County of Riverside.

City of Riverside Programs:

Commercial Improvement Program (CIP): The City of Riverside is offering financial assistance to qualifying businesses for costs related to upgrading the exterior of their commercial buildings. Businesses located within certain Redevelopment Project Areas can now receive rebates for up to 90% of façade improvement costs such as new signage, paint, exterior lighting and landscaping, with a maximum contribution from the City of up to \$25,000.

\$hop Riverside: \$hop Riverside is a three-fold campaign designed to educate residents on the benefits of shopping locally, generate excitement about Riverside's broad range of retail and restaurant options and increase sales tax revenue to fund city services. The program offers local retailers a marketing opportunity in addition to their own efforts to create awareness and attract local customers.

Workforce Development Programs:

On the Job Training (OJT): OJT funding provides a cost-effective way for Riverside County businesses to bring on new hires and build an effective workforce. For Qualifying businesses that provide training for new employees can be reimbursed up to 50% of the trainee's starting wages. Funds are not available for temporary or seasonal positions or jobs which are based on commission or piece work.



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Riverside, CA

www.riversideca.gov



Opportunities Continued...

Employment Training Panel Funds (ETP): ETP funds help qualified Manufacturing and Distribution centers receive customized upgrade training for employees at no cost! Upgrade your worker's skills by creating a customized training program that meets your company's needs. ETP is here to assist you in making your employees and company more productive and keep its competitive edge.

Workforce Opportunity Tax Credit (WOTC): The WOTC is available to employers who hire people from specific target groups that experience barriers to employment. WOTC can provide up to \$2,400 in tax relief for each qualifying hire, and up to \$9,000 for long term family assistance recipient hires. Full-time, part-time, and temporary employees make your business eligible for the tax credit.

Additional Resources:

In addition to the City and Workforce programs, the City of Riverside partners with several

regional resources to provide business service to new and existing businesses. Tools and services for industry specific development, generalized small business development and low or no cost consulting services are available.

California Manufacturing Technology Consulting (CMTC):

CMTC offers manufacturers, assemblers or job shops with less than \$15 million in annual sales a Small Business Manufacturers Advantage Assessment. This written report provides recommendations to help you attain your business goals and suggests various tools and resources to improve your productivity and profitability at no cost.

TriTech Small Business

Development Center: TriTech SBDC helps high-tech, high-growth companies compete in the marketplace by providing early, high-level consulting, training and introductions.



Inland Empire Small Business Development Center

(IESBDC): IESBDC consultants offer guidance, business development training and information on a variety of financial resources.

To learn more about these and other business assistance programs, please visit the City's website at

www.riversideca.gov/econdev/ and click Business Assistance Programs and Incentives.

Spotlight on the Airport Commercial Area



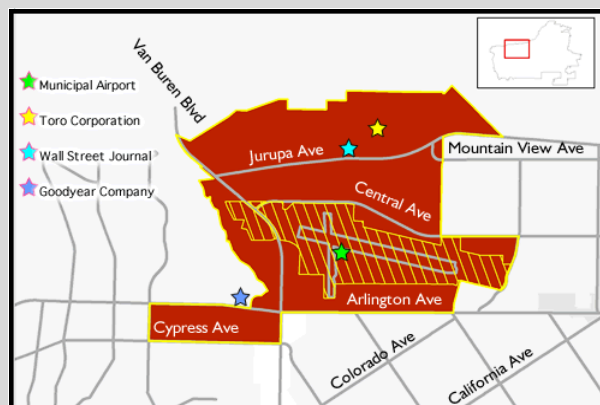
Think of the City of Riverside's prominent commercial districts and you naturally recall retail hot-spots like the Galleria and Riverside Plaza or the historical downtown with its mix of professional office spaces and related commercial services. But shine some light on Riverside's Airport Commercial Area and you find a hidden jewel of industrial

and commercial enterprise with tremendous potential for growth and economic success.

The Airport Commercial Area has long been a bulls-eye for prominent industrial and manufacturing firms such as Toro Manufacturing, Superform USA, Flexsteel Industries, and JD Diffenbaugh Inc.

In fact, over 250 businesses are currently located in this section of Riverside. Additionally, with direct access to the Riverside Municipal Airport, this area is a

natural draw for businesses that provide or rely on aviation support services. This quietly growing section of Riverside has recently gained attention for other notable advantages that make it



Spotlight Continued...

an ideal environment for an increasingly diverse mix of industries.

Centrally located between the 91 (Riverside), 15 and 60 freeways and only 25 minutes from LAWA-ONT International Airport, the Airport Commercial Area sits in close proximity to major transportation corridors. Add to this benefit over 30 restaurants, from nationally known fast food and sit-down chains to independently owned café's and eateries that are within minutes of the area, and you begin see the tremendous potential of this convenient commercial district.

Riverside's Airport Commercial Area is also attractive because it lies within a Local Enterprise Zone. Businesses setting up or expanding within the Airport Local Enterprise Zone may qualify for a variety of financial incentives such as utility user tax, business license tax, and targeted building permit fee rebates.

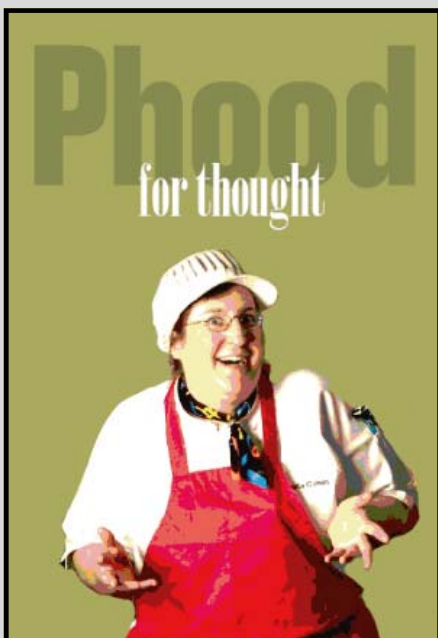
These many advantages have inspired a fresh kind of development in recent years; flexible designs and upscale

architecture are blended with amenities that reflect the area's



expanding potential for businesses looking to relocate or expand their services. For more information about the Airport Commercial Area, please contact Sherry Shimshock, Economic Development Coordinator, at 951-826-2433 or sshimshock@riversideca.gov

Popular Riverside Catering and Lunch Spot Expands Downtown



For the past two years, Phood on Main has been nurturing a reputation not only as a phenomenal catering service but as a hip and creative eatery for those who work and live in Downtown Riverside. In fact, even being tucked away in the basement of an antique shop hasn't stopped General Manager Lynn Cloninger and Chef Marla

Cohen from getting noticed.

Now, with their popularity climbing and opportunity holding the door, Phood on Main has moved to a more prominent spot at 3737 Main Street. Lynn and Marla are pleased to announce the restaurants re-opening at their new location, and while this is definitely a step into the sunlight for Phood on Main, it is just one of many turns in their long partnership. The two bring with them over ten years of experience as a team, including time spent running an upscale specialty catering business that served a select Hollywood clientele.

Phood on Main's new location not only provides greater visibility, the setting offers more space for the creative duo to try out new concepts and expand their hours of operation. Known for their artistic presentations and extraordinary menus, Phood on Main is now plotting the development of a unique dining

experience in Downtown Riverside with a schedule that includes both lunch and dinner.

The restaurant will have a full bar and offer an upscale dining menu and casual, flexible atmosphere that suits a variety of needs—whether you are looking for a private room for a party or business function, a cozy lounge setting for impromptu gatherings, a more traditional fine dining experience or event curb-side service for dinner on the go, Phood on Main is carving out a place for you.



Riverside: the City of Arts and Innovation

A unanimous decision at a recent City Council meeting established Riverside as the "City of Arts & Innovation." This brand and identity leverages what is already best in Riverside with the many opportunities that lay ahead, and unifies Riverside's image. City Council members Gardner, Hart, and Melendrez helped lead the charge for creating, and most importantly, implementing this powerful brand.

Abundant Arts

Making arts the leading focus for Riverside is an obvious fit. Riverside has a wealth of arts resources, and we look forward to the opening of the Fox Performing Arts Center in January 2010.

Approval of the brand earlier this spring by the Cultural Accountability Performance group symbolized



its ability to capture the imagination and commitment of major arts and culture leaders in the city. Pairing the arts with innovation hit the right chord – many Riverside residents and business owners came and spoke passionately in favor at the City Council meeting; an enthusiasm and commitment not seen with earlier marketing initiatives.

Stimulating Innovation

Sundip Doshi, President of Surado Solutions, first recommended adding the term innovation to the City's brand in recognition of a city that welcomes originality and implements new ideas and best practices.

Innovation connotes the creation of something new, things that we

cannot yet even imagine. Innovations mark the 21st century, as people, businesses and cities across the globe seek to reinvent themselves in yet unknown ways.



Who could conceive of the world today without the internet? And yet this innovation was unimaginable without the creative abilities of human ingenuity. UCR Chancellor Timothy White's letter of support explained that research and innovation are cornerstones in fields of study that did not exist as recently as a decade ago: genomics, nanotechnology, bio-fuel development, and sustainable design.

Dr. Jan Muto, President of RCC, described the term innovation as inclusive – a perfect umbrella for the advances we propose not only in technology, but also research, career and technical education, artistic endeavors, cultural diversity, and global awareness.

Putting it into Action

We must now promote and market our new identity effectively, making it immediately recognizable to the residents of Riverside and to the businesses and visitors we seek to attract. Among the most important messages conveyed when approved at the City Council meeting was the speed with which we must move. At City Manager Brad Hudson's request, the

marketing team has already begun. The City website has been updated, electronic freeway signs will be emblazoned with the new slogan, and revisions are being made to City materials. Future marketing plans include developing commercials to air on Channel 3, movie ads to play in theaters, and posters and postcards. Internet marketing outlets such as YouTube, Facebook, and Twitter will also play a role.

This is a call to action for our arts, business, education, and civic sectors. Cross-promotional marketing with local organizations and businesses such as the Riverside Arts Council, Mission Inn, Visitor and Convention Bureau will embed this new identity.

Even during the recessionary economy, perhaps especially during these trying times, Riverside must focus on creative, forward-looking goals and policies that inspire the best in all of us. Riverside is an exciting, urban, diverse, and successful City characterized by the best in arts and innovation; it is time that we trumpet that message loud and clear.



Eat Your HeART Out During Riverside Restaurant Week!

Just in time to say a wistful goodbye to summer, Fine Dining Riverside, a non-profit dedicated to supporting the local arts community and building a thriving dining and entertainment district in Downtown Riverside, will begin a flavorful celebration of the culinary arts with the kick off of the Second Annual Riverside Restaurant Week!



It all begins on September 27, 2009 with an elegant opening Gala and fundraiser at the Municipal Auditorium. For the cost of a \$50 ticket, attendees will be treated to an evening of fine wine, dining and entertainment. The Gala features gustatory delights from all of Downtown's most upscale dining establishments, as well as music, live performances and art exhibitions that reflect the wide range of local talent in Riverside. Guests will be welcomed with a complimentary commemorative

wine glass and Restaurant Week "passport" as they are invited to begin a 14 day culinary journey through the downtown.

Following the gala, Riverside Restaurant continues for two weeks from September 28 until October 10; offering foodies from Riverside and beyond a delicious way to explore the unique dining options of Downtown while donating to a worthwhile cause. Proceeds from both the Gala and Riverside Restaurant Week go to support the arts in Riverside and to provide culinary scholarships to local students. Last year Fine Dining Riverside raised \$20,000 dollars for the arts community.

The free Passport, which can also be picked up at any participating restaurant beginning in September, is truly the diner's guide to Restaurant Week, containing a map, menu's, descriptions of each restaurant, and an official Fine Dining Riverside stamp page to indicate each restaurant visited. Any diner who enjoys all seven restaurants during the two week event will have the additional good fortune of being invited to an exclusive



closing gala at the Catacombs of the Mission Inn.

Seven exceptional restaurants make up Fine Dining Riverside:

Café Sevilla,
Ciao Bella
Ristorante,
Mario's Place,
The Historic Mission Inn,
Olio Ristorante,
Restaurant Omakase

and Saffron, and each will offer special prefix menus that allow guests to experience the flavors and ambiance of fine dining for a very affordable price. To learn more about Riverside Restaurant Week and obtain Gala Tickets check out

www.finediningriverside.com.

